

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments by using a computer processor to execute steps comprising:

providing at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;

using econometric modeling to quantify the effect of the at least one marketing element on shipments;

forecasting consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

executing a what-if scenario by enabling a user to make a change in planned spending on the least one marketing element and using econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments;

modifying the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;

executing the modified marketing plan and capturing actual consumer demand and shipment data; and

displaying both

(i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and

(ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.

2. - 3. (Cancelled)

4. (Original) The method of claim 1, further comprising calculating a lift parameter of the at least one marketing element.

5. - 6. (Cancelled)

7. (Currently Amended) The method of claim 1, wherein the at least one marketing plan element comprises at least two of the following marketing elements: one-of-promotions, advertising, points of distribution, and product changes.

8. (Cancelled)

9. (Original) The method of claim 1, further comprising capturing reasons for forecast errors.

10. (Original) The method of claim 9, further comprising tracking the reasons for the forecast errors.

11. (Original) The method of claim 10, wherein the reasons for the forecast errors are tracked with the forecast errors.

12. (Cancelled)

13. (Currently Amended) A computer-implemented system for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments, ~~by using a computer-executable modules comprising:~~

a processor;

at least one memory storing data and instructions;

a display device;

a user interface; and

distinct software modules embodied on a computer-readable medium;

wherein the distinct software modules comprise

- a providing module that provides at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;
- a quantifying module that uses econometric modeling to quantify the effect of the at least one marketing element on shipments; ~~[[and]]~~
- a forecasting module that forecasts consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;
- ~~[[an]]~~ a modifying module that executes a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element, uses econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments, and modifies the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;
- an executing module that executes the modified marketing plan and captures actual consumer demand and shipment data; and
- a generating module that displays both
 - (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and
 - (ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.

14. - 15. (Cancelled)

16. (Original) The system of claim 13, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.

17. - 18. (Cancelled)

19. (Currently Amended) The system of claim 13, wherein the at least one marketing plan comprises element comprises at least ~~[[one]]~~ two of the following marketing elements: promotions, advertising, points of distribution and product changes.

20. (Cancelled)

21. (Original) The system of claim 13, further comprising a capturing module that captures reasons for forecast errors.

22. (Original) The system of claim 21, further comprising a tracking module that tracks the reasons for the forecast errors.

23. (Original) The system of claim 22, wherein the reasons for the forecast errors are tracked with the forecast errors.

24. (Cancelled)

25. (New) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program code adapted to be executed to implement a computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments by using a computer processor to execute steps comprising:

- providing, by the marketing plan providing module, at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;
- using econometric modeling, by the historical data analyzing module, to quantify the effect of the at least one marketing element on shipments;

forecasting, by the forecasting module, consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

executing a what-if scenario, by the user input enabling module, by enabling a user to make a change in planned spending on the least one marketing element and using econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments;

modifying, by the marketing plan modifying module, the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;

executing, by the marketing plan executing module, the modified marketing plan and capturing, by the marketing plan data results inputting module, actual consumer demand and shipment data; and

displaying, with the display device, both

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and
- (ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.

26. (New) A computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments by using a computer processor to execute steps comprising:

providing, by the marketing plan providing module, at least one marketing plan, wherein the at least one marketing plan comprises at least two marketing elements;

using econometric modeling, by the historical data analyzing module, to quantify the relative effect of the at least two marketing elements on shipments;

forecasting, by the forecasting module, consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

executing a what-if scenario, by the user input enabling module, by enabling a user to make a change in planned spending on at least one marketing element of the at least two marketing elements and using econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments;

modifying, by the marketing plan modifying module, the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan; and

executing, by the marketing plan executing module, the modified marketing plan and capturing, by the marketing plan data results inputting module, actual consumer demand and shipment data.

27. (New) The method of claim 26, further comprising:

displaying, with the display device, both

(i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and

(ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.

28. (New) The method of claim 26, further comprising calculating a lift parameter of the at least one marketing element.

29. (New) The method of claim 26, wherein the at least two marketing elements comprises at least two of the following: promotions, advertising, points of distribution, and product changes.

30. (New) The method of claim 26, further comprising capturing reasons for forecast errors.

31. (New) The method of claim 30, further comprising tracking the reasons for the forecast errors.

32. (New) The method of claim 30, wherein the reasons for the forecast errors are tracked with the forecast errors.

33. (New) A computer-implemented system for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments, comprising:

- a processor;

- at least one memory storing data and instructions;

- a display device;

- a user interface; and

- distinct software modules embodied on a computer-readable medium;

 - wherein the distinct software modules comprise

 - a providing module that provides at least one marketing plan, wherein the at least one marketing plan comprises at least two marketing elements;

 - a quantifying module that uses econometric modeling to quantify the relative effect of the at least two marketing elements on shipments; and

 - a forecasting module that forecasts consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

 - an modifying module that executes a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element, uses econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments, and modifies the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan; and

an executing module that executes the modified marketing plan and captures actual consumer demand and shipment data.

34. (New) The system of claim 33, further comprising:

a generating module that displays both

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and
- (ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.

35. (New) The system of claim 33, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.

36. (New) The system of claim 33, wherein the at least two marketing elements comprise at least two of the following: promotions, advertising, points of distribution and product changes.

37. (New) The system of claim 33, further comprising a capturing module that captures reasons for forecast errors.

38. (New) The system of claim 37, further comprising a tracking module that tracks the reasons for the forecast errors.

39. (New) The system of claim 38, wherein the reasons for the forecast errors are tracked with the forecast errors.

40. (New) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program code adapted to be executed to implement a computer-implemented method

for using econometric techniques to quantify marketing drivers and forecast consumer demand and shipments by using a computer processor to execute steps comprising:

providing, by the marketing plan providing module, at least one marketing plan, wherein the at least one marketing plan comprises at least two marketing elements;

using econometric modeling, by the historical data analyzing module, to quantify the relative effect of the at least two marketing elements on shipments;

forecasting, by the forecasting module, consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

executing a what-if scenario, by the user input enabling module, by enabling a user to make a change in planned spending on at least one marketing element of the at least two marketing elements and using econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments;

modifying, by the marketing plan modifying module, the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan; and

executing, by the marketing plan executing module, the modified marketing plan and capturing, by the marketing plan data results inputting module, actual consumer demand and shipment data.

41. (New) The computer program product of claim 40, further comprising:

displaying, with the display device, both

(i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and

(ii) the forecasted shipments, the actual shipments, and a second percent error between the forecasted shipments and the actual shipments.